Claims 1-20 are pending in the present application. By the present response, claims 5, 12, and 19 are cancelled; claims 1, 3-4, 7-8, 10-11, 14-15, and 17-18 are amended; and claims 21-23 are added. Support for the amendments and the newly added claims are found in Figure 5, reference numbers 507 and 508 and at page 10, line 23 through page 11, line 14. Reconsideration of the claims in light of these amendments and the arguments below is respectfully requested.

I.   35 U.S.C. § 102, Anticipation

Claims 1, 3-8, 10-15, and 17-20 stand rejected under 35 U.S.C. § 102 as being anticipated by *Hegli et al.* (U.S. Patent 6,606,659), hereinafter **Hegli**. This rejection is respectfully traversed. The rejection states:

> For claim 1, Hegli teaches "receiving a hierarchical data set of user-identified interests (Col. 4, lines 5-61); parsing the hierarchical data set; extracting one or more keyword attribute values from the hierarchical data set in response to the parsing of the data set and a pre-selected granularity value; applying extracted keyword values to filter content for delivery to a requesting Web client" (Col. 4, lines 20-39, Col. 8, lines 15-49)

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Claim 1 has been amended to include the features of claim 5, although these features have been somewhat reworded. Specifically, the method now recites that the same user makes the request and receives the results and that the user receives a webpage that is *personalized ... according to the identified interests*". Claim 1 now recites:

> 1.   A method of delivering a webpage comprising:
> receiving a hierarchical data set of interests identified by a user;
> storing the hierarchical data set of interests in a database entry associated with the user; and
> parsing the hierarchical data set;
> extracting one or more keyword attribute values from the hierarchical data set in response to the parsing of the data set and a pre-selected granularity value;
> applying extracted keyword values to filter content for delivery to the user; and
> delivering a webpage that is personalized for the user according to the identified interests.

A prior art reference anticipates the claimed invention under 35 U.S.C. § 102 only if every element of a claimed invention is identically shown in that single reference, arranged as they are in the claims. *In re Bond*, 910 F.2d 831, 832, 15 U.S.P.Q.2d 1566, 1567 (Fed. Cir. 1990). All limitations of the claimed invention must be considered when determining patentability. *In re Lowry*, 32 F.3d 1579, 1582, 32

U.S.P.Q.2d 1031, 1034 (Fed. Cir. 1994). Anticipation focuses on whether a claim reads on the product or process a prior art reference discloses, not on what the reference broadly teaches. *Kalman v. Kimberly-Clark Corp.*, 713 F.2d 760, 218 U.S.P.Q. 781 (Fed. Cir. 1983).

Hegli does not anticipate the invention as recited in claim 1 because **Hegli** does not identically show every element of the claimed invention. Specifically, **Hegli** does not disclose "*receiving a hierarchical data set of interests identified by a user*" and this reference further does not disclose the step of "*delivering a webpage that is personalized for the user according to the identified interests*". **Hegli** discloses:

> The data within the training database 125 is created by providing training data 130 to a training module 135, as illustrated. The training data 130 includes Internet pages strongly associated with each category to be trained. For example, in order to train a Sports category, the training data might include the Internet address of a sports franchise or other sports website. The training module 135 then parses the word pairs and word adjacencies for each page within the given sports site. Any unique word pairs and word adjacencies, as described below, are then assigned high relevance scores in the Sports category within the training database. Thus, similar words and word pairs appearing on new pages will be given high relevance scores to the Sports category.
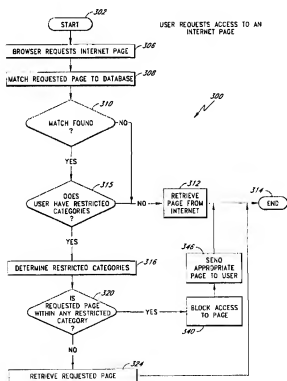
Hegli, column 8, lines 15-29

FIG. 5

Referring to FIG. 5, an overall process 300 of requesting access to an Internet page or site is illustrated. The process 300 begins at a start state 302 and then moves to a state 306 wherein an Internet browser on a workstation computer 12A-C requests an address on the Internet. Well-known browsers include Microsoft Explorer and Netscape Navigator. The browser request is normally made after a user has entered a desired URL into their browser software.

Hegli, column 8, lines 15-29.

Regarding the "*receiving*" step of claim 1, Figure 5 of **Hegli** and the accompanying text show that the only input **Hegli** receives from the <u>end user</u> is a location (URL) that the user wants to visit. If one looks to the input from the party controlling access to the Internet, such as the employer cited in **Hegli**, the additional

input is a list of categories to be blocked and a set of training web sites. None of these inputs to **Hegli** is a "*hierarchical data set*", as is recited in claim 1. Neither are these inputs the "*interests identified by a user*", as is recited in claim 1. Therefore, **Hegli** does not identically disclose the step of "*receiving a hierarchical data set of interests identified by a user*".

Additionally, **Hegli** does not disclose the delivering step as now recited in claim 1. In **Hegli**, the end user can receive <u>differential</u> treatment, i.e., two users can be blocked from different content, but when the user of **Hegli** is allowed to view a desired webpage, the desired webpage will not have been "*personalized for the user according to the interests*", as recited in claim 1. Instead, **Hegli** simply allows the webpage to pass through unchanged, rather than blocking access to the webpage. Therefore, **Hegli** does not identically disclose the step of "*delivering a webpage that is personalized for the user according to the identified interests*".

Because **Hegli** does not identically disclose the steps of claim 1, the rejection of claim 1 over **Hegli** is overcome. Additionally, claims 8 and 15 are rejected for reasons similar to claim 1; therefore, the rejection of these claims is also overcome. Because claims 3-7, 10-14, and 17-20 each depend from one of claims 1, 8, and 15, the same distinctions between **Hegli** and the claimed invention in claim 1 also apply to these claims. Additionally, the dependent claims recite other additional combinations of features not suggested by the reference.

For example claim 3 recites, "*pre-populating a Web content search form page using extracted keyword values; and returning the Web content search form page to the user*". The rejection asserts that **Hegli** discloses this feature in the following excerpt:

> Referring to FIG. 2, the categorization system 40 (FIG. 1) is explained in more detail. As illustrated, Internet pages 10A, B and Internet site 100C are retrieved by a site/page retrieval module 110. Within the site/page retrieval module 110 are instructions for searching and retrieving Internet pages and sites from the Internet. One exemplary method for retrieving such sites is illustrated below in FIG. 7.

Hegli, column 7, lines 38-44.

This excerpt discusses retrieving Internet sites/pages; the excerpt does <u>not</u> disclose returning a pre-populated search form to the user and in fact, does not mention a search form. Because **Hegli** does not identically disclose the features of claim 3, the rejection of claim 3 is separately overcome.

For another example, claim 7 recites, "*wherein the pre-selected granularity value corresponds to a root-to-leaf level in the hierarchical data set of identified interests*". The rejection asserts that this feature is shown in the following excerpt:

> The number of words on the selected page is then counted at the state 520 and the process thereafter moves to a state 526 wherein the number of unique word pairs are divided by the target page score (1000) so that if the word pairs were re-

> scored, the total page relevance score would be 1000. Similarly, the target page
> score (1000) is divided by the number of unique word adjacencies to result in a
> word adjacency score that, if added together, would result in a page relevancy
> score of 1000 (extremely high relevance to the trained category). It should be
> noted that common words such as "a", "the" and "and" are ignored to minimize
> processing time and increase the accuracy of the scoring process. Moreover,
> computer language instructions and hypertext headers are also ignored in order to
> increase the accuracy of scoring the pages

Hegli, column 15, lines 1-15.

The cited excerpt of **Hegli** discloses a portion of the creation of a word relevance table within a training database. The disclosed table is _created_ by the program of **Hegli** and is not a hierarchical data set of interests that have been _received from the user_. Because **Hegli** does not identically disclose every element of claim 7, the rejection of this claim is separately overcome.

Therefore, the rejection of claims 1, 3-8, 10-15, and 17-20 under 35 U.S.C. § 102 has been overcome. Furthermore, **Hegli** does not teach, suggest, or give any incentive to make the needed changes to reach the presently claimed invention. **Hegli** is directed to blocking content, rather than personalizing the content that is provided. Absent the examiner pointing out some teaching or incentive to implement **Hegli** and personalization of _content_, one of ordinary skill in the art would not be led to modify **Hegli** to reach the present invention when the reference is examined as a whole. Absent some teaching, suggestion, or incentive to modify **Hegli** in this manner, the presently claimed invention can be reached only through an improper use of hindsight using the applicants' disclosure as a template to make the necessary changes to reach the claimed invention.

II.   35 U.S.C. § 103, Obviousness

Claims 2, 9, and 16 stand rejected under 35 U.S.C. § 103 as being unpatentable over **Hegli** in view of Serbinis _et al._ (U.S. Patent 6,584,466), hereinafter **Serbinis**. This rejection is respectfully traversed.

Neither **Hegli** not **Servinis**, nor a combination of the two references either discloses or suggests the features of the claim. Because claims 2, 9, and 16 are dependent respectively on claims 1, 8, and 15, claims 2, 9, and 16 distinguish over **Hegli** for the same reasons as their independent claims. Specifically, the only input **Hegli** receives from the _end user_ is a location (URL) that the user wants to visit. If one looks to the input from the party controlling access to the Internet, such as the employer cited in **Hegli**, the additional input is a list of categories to be blocked and a set of training web sites. None of these inputs to **Hegli** are the "_hierarchical data set_" that is recited in claim 1. Neither are these inputs the "_interests identified by a user_" that are recited in claim 1. The categories and the training web sites supplied by the party limiting web

access are neither hierarchical nor interests. The same is true of the URLs supplied by the end user. Therefore, **Hegli** does not identically disclose the step of *"receiving a hierarchical data set of interests identified by a user"*.

Additionally, **Hegli** does not disclose the delivering step as now recited in claim 1. In **Hegli**, the end user can receive <u>differential</u> treatment, i.e., two users can be blocked from different content, but when the user of **Hegli** is allowed to view a desired webpage, the desired webpage will not have been *"personalized for the user according to the interests"*, as recited in claim 1. Instead, **Hegli** simply allows the webpage to pass through unchanged, rather than blocking access to the webpage. Therefore, **Hegli** does not identically disclose the step of *"delivering a webpage that is personalized for the user according to the identified interests"*.

Additionally, **Servinis** does not make up for the deficiencies of **Hegli**. **Servinis** does not disclose or suggest "", nor does this reference disclose or suggest *"delivering a webpage that is personalized for the user according to the identified interests"*. Neither **Hegli** nor **Servinis** nor their combination discloses or suggests the invention recited in independent claims 1, 8, and 15 nor the invention recited in dependent claims 2, 9, and 16. Therefore, the rejection of these claims under 35 U.S.C. § 103 has been overcome.

III.   New Claims

Claim 21-23 are newly added. These claims provide further features that distinguish over the art relied on. Claim 21, which is representative of the other two claims, recites, *"wherein the webpage is a portal page associated with the user and provided by a portal"*. While this claim is directed to a specific version of providing personalized <u>content</u>, **Hegli** is directed to blocking specific content. **Hegli** does not disclose or suggest a portal that uses the invention recited in claim 1 to provide a personalized portal page, as recited in claim 21. **Servinis** also does not disclose or suggest a portal using the claimed invention to provide personalized content. These claims distinguish over the art relied on.

IV.   Conclusion

It is respectfully urged that the subject application is patentable over the references relied on and is now in condition for allowance. The Examiner is invited to call the undersigned at the below-listed telephone number if in the opinion of the Examiner such a telephone conference would expedite or aid the prosecution and examination of this application.

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Respectfully submitted,

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